

A B S T R A C T

A technique for rewarding a user's interaction behavior in a computer network environment, such as the Internet. A reward is provided for following a hyperlink in a first document to a second document and then returning to the original document again. The reward can be provided in terms of (positively priced) information or payment in the form of bonus points or cash payment or access to computerized services and the like. The required information to effect the reward is stored in databases. The invention provides motivation for the user to definitely and intentionally return to the original document, rather than being lost to the owner of the original document as the user visits other web sites after visiting the second document.